

1. Name of Registrant

SOUTH AFRICAN TOURISM BOARD

2. Registration No.

603

3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To correct a deficiency in

☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.

☐ Initial Statement

☒ Supplemental Statement for ~~Jan 1st to June 30, 1986~~ ☐ Other purpose (specify) _____

☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list-

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

Please see attached

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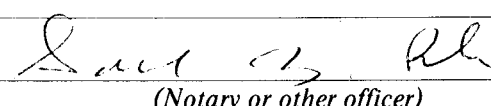
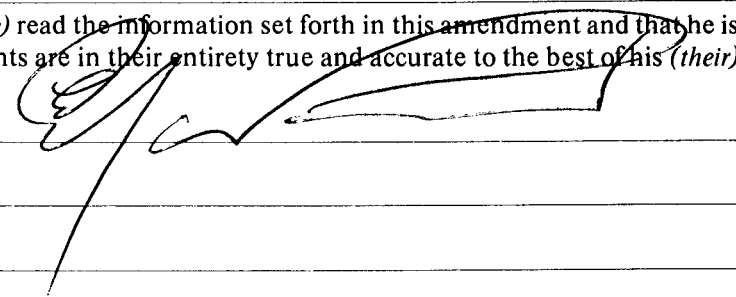
The undersigned swear(s) or affirm(s) that he has *(they have)* read the information set forth in this amendment and that he is *(they are)* familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his *(their)* knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Subscribed and sworn to before me at **New York**

this **25th** day of **September**, 19 **86**

My commission expires _____



(Notary or other officer)

SONDRA Z. BLUM
Notary Public, State of New York
No. 4767344
Qualified in Rockland County
Commission Expires March 30, 19**88**
Oct.

ITEM 11

Paragraph 1

The cities listed in paragraph 1 under item 11 of our registration referred to those cities where our sales representatives visited with travel agents to make them aware of new products on the market.

Paragraph 2

The cities listed in paragraph 2 refer to those where film presentations were made to travel agencies combined or individually. In some cases, these presentations formed part of a seminar to invited travel agents and in other it was an individual travel agent presentation. In those cases where it involved the disbursement of monies (to hotels etc) it is clearly listed under item 15(a).

INTERNAL SECURITY
REGISTERED
OCT 3 5 10 PM '86
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CRIMINAL DIVISION

ITEM 15 (a) - DISBURSEMENTS - MONIES

Routine

Fabius: \$3,593.12.

This company acts as customs broker for the Board. The amount paid were to cover routine expenses for clearing shipments on tourism promotional literature.

Routine

Todd Travel Promotions: \$45,778.19

This company is our literature storage and distribution house.

One Off

African Travel Inc. - \$5,480.19. Paid in January/February and March.

This amount was paid over the period of six months towards a joint direct mailing and advertising program promoting tourism to South Africa.

One Off

Jax Fax: \$2,800. Paid in April and June.

This amount was paid to Jax Fax in lieu of 2 full page black and white advertisements.

Routine

Ellis Associates: \$64,597.53

This amount covers expenses and fees that Ellis Associates incurred on our behalf. This company acts as our Public Relations Agency.

One Off

Emerson Travel: \$2,754.00. Paid in January.

This amount covers expenses of an airline ticket.

Routine

Todd Travel Promotions: \$3,562.47.

This is a routine payment to Todd Travel for distributing our bi-monthly newsletter.

One Off

C.P. Barnard: \$1,180.00. Paid in January.

This amount was paid towards the purchase of wine to be used during cocktail and dinner functions.

One Off

United Communications: \$23,293.90. Paid in January.

This amount was paid towards the publication of a supplement detailing travel to South Africa which appeared in ASTA Travel News January 1986.

Routine

Fairfax Advertising: \$30,471.17.

This is a routine expenditure for advertising purchased and conducted by Fairfax on behalf of the Board.

One Off

Westchester Mariot: \$2,210.86. Paid in April.

John Peele: \$1,680.24. Paid in April

The Pierre: \$11,000.00. Paid in March.

This amount was paid towards seminars/dinners held for travel agents. The seminar was conducted by a professional speaker on travel, Ms. S. Menten.

One Off

S. Menten: \$2,039.75. Paid in April

This amount was paid towards Ms. S. Menten as a guest speaker during a series of seminars for travel agents.

One Off

Metro Travel Agency: \$2,600. Paid in May.

This is a share of one third towards cooperative television advertising to promote travel to South Africa with this agency.

Routine

Steven B. Stevens: \$76,884.23.

This is part of a routine payment over the period of 6 months to Steven B. Stevens who produced a television program on travel to South Africa. In addition, a monthly fee is disbursed to him to conduct religious presentations to church groups.

One Off

Peregrine Corporation: \$1,250.00. Paid in April.

This payment was towards the purchase of audio cassettes entitled "Time out for Realism" which were used as give aways to the press.

One Off

Abercrombie & Kent: \$6,500. Paid in January.

This amount was paid to Abercrombie & Kent who provided a lecturer on specialty travel to South Africa. The lecturer was used extensively over the period on sales calls and presentations.

One Off

Davis Dorland: \$1,000.00. Paid in January

This is a premium insurance payment.

One Off

C.P. Barnard: \$1,458.00. Paid in January.

This amount was paid towards the purchase of wine to be used during cocktails and dinner functions.

One Off

Air Wisconsin: \$2,155.31. Paid in January.

This was a payment for airshipment of promotional literature.

One Off

National Religious Broadcasters: \$2,100.00. Paid in January.

This was for exhibit booth space at the NRB Congress held in Washington, D.C.

Routine

IPM Inc.: \$524,194.00.

This is a routine payment for advertising and direct marketing conducted by IPM who act as our advertising agent.

One Off

E. du Plessis: \$2,025.09. Paid in February.

This was payment for subsistence and transport, hotel accommodation, meals and entertainment during the NRB Congress in Washington, D.C.

One Off

African Travel Inc. \$54,098.73. Paid in January, February and March.

This amount was paid towards African Travel Inc. for trade support. This company conducted cooperative newspaper, magazine advertising promoting tourism to South Africa.

One Off

Ask Mr. Foster Travel: \$1,500.00. Paid in March.

This amount was paid as promotional support for brochure production on mailing to promote the Newspaper Publishers Tour of South Africa.

One Off

American International: \$6,962.00. Paid in April.

This amount was paid for shipping to South Africa the household goods of Mr. H. Manke who returned to South Africa.

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One Off

Flexitech: \$2,700.00. Paid in June.

This amount was paid to produce a display unit for exhibit purposes.

Routine

A. Luckhoff: \$4,400.00.

This is a routine payment to Mr. Luckhoff who acted as guest lecturer to several church and religious groups.

Response to Item 18: Supplemental

The \$350,000 cooperative campaign to promote tourism to South Africa formed part of a one-off campaign. The campaign started in October 1985 and concluded in March 1986. In essence, we agreed verbally that it would be more beneficial to jointly promote the destination with its infrastructure instead of each organisation individually promoting their own product. By joining funds, we had more funds available to disburse in conducting advertising, direct mail, seminars and brochure production. The terms and conditions which prevailed in this oral agreement united the promotion to Southern Africa (being South Africa, Swaziland, Malawi, Zimbabwe, Botswana, Lesotho and Namibia). Shouth African Airways should be promoted on all routes where they operate and Sun International Hotels must be utilised in all advertising and tourism packages which are being promoted.

15(b) : DISBURSEMENTS - THINGS OF VALUE

Travel Writers who visited South Africa : January to June 1986

<u>Name</u>	<u>Affiliation</u>	<u>Date</u>
Gerald Sherry	Our Sunday Visitor	March 1986
James Branscome	Nucleonics Week	March 1986
William Hyzer	Consultant: Engineering/ Photonics Congress	March 1986
M/M Wm. Smart	Deseret News	April 1986
Robert Thruston	American Shotgunner	April 1986
Gerald Goodrum	Senior World of CA	April 1986
Bob Robb	Petersen's Hunting	April 1986
Nick Sisley	Freelancer	April 1986
Ken Wilson	Sportsmen on Film	April 1986
Sally Moore	Earthwatch Mag.	April 1986
Janet Podolak	The News-Herald	April 1986
Jack Miller	Freelancer	April 1986
Gene-Gabriel Moore	Freelancer	April 1986
John Metzler	Freelancer	April 1986
Vern Howen	senior Spectrum Pub.	April 1986
Kenneth McClure	Natl. Senior Media Network	April 1986
Lenny Bughman	Freelancer	April 1986
Dennis Cavagnaro	Freelancer	April 1986
Erma Perry	Freelancer	April 1986
Clyde Kohn	Ft. Lauderdale News/ Sun Sentinel	April 1986
Linda Mead	W.I.N.O. Newsletter	April 1986
Fred Cherry	Bottles Up Newsletter	April 1986
Ralph Peck	Travel Agent	April 1986
Regina McGee	Successful Meetings	April 1986
Kenneth Queale	Jax Fax	April 1986
Jerry Sinkovec	Freelancer	May 1986

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COMMUNICATIONS SECTION

15(b) : DISBURSEMENTS - THINGS OF VALUE

Travel Agents who visited South Africa : January to June 1986 ATTACHED

REGISTRATION NO. 603

CHICAGO OFFICE

ANNEXURES TO PARAGRAPH III - ACTIVITIES

The following are details of our activities during the six months under review January 1st to June 30th, 1986.

- (1) The cities listed below are where our sales representatives called on travel agents to make them aware of what South Africa has to offer as a travel destination.

Chicago
Dallas
Houston
San Antonio
St. Louis
Cincinatti
Milwaukee
Minneapolis
Cleveland
Kansas City
Omaha
Detroit

- (2) The cities listed below refer to those where film presentations were made to travel agencies combined or individually. In some cases, these presentations formed part of a seminar to invited travel agents and in others, it was an individual travel agent presentation.

Chicago
Dallas
Houston
St. Louis
Cincinatti

- (3) A total of 1,620 telephone and mail enquiries were handled from travel agents, newspapers, magazines and individuals.
- (4) Approximately 105,178 peices of literature were mailed to travel agents, newspapers, magazines and individuals.

(2/...)

STATEMENT IN ANSWER TO 15 (a) - DISBURSEMENTS - MONIESDISTRIBUTION OF PRINTED PUBLICITY MATERIAL (PPM)

Payments were made to the following for the period January 1st through to June 30th, 1986.

Routine

United Parcel Services : \$3,306.09

The majority of our literature is sent via UPS.

One Off

E. Porazinski : \$1,680.00 . Paid in January and February.

He was hired temporarily to assist with the mailing of Brochures.

One Off

Hooper International : \$2,879.10 . Paid in Jan, Feb and March.

Before we centralized our brochure distribution with the New York office, this company acted as our customs broker.

One Off

Western Folder : \$3,969.94 . Paid in Jan, Feb and March.

Before we centralized our brochure distribution with our New York office, this company stored and distributed our literature.

One Off

RMRS Systems : \$ 1,400.00 . Paid in January .

To replenish postage meter.

One Off

Times Circle : \$1,760.35 . Paid in February.

Printing of labels for mailing purposes.

One Off

Smith's Transfer : \$266.71 . Paid in April.

Cartage of brochures from our Los Angeles office to our office.

REGISTRATION NO. 603

CHICAGO OFFICE

STATEMENT IN ANSWER TO 15 (a) - DISBURSEMENTS - MONIES

ADVERTISING, EXHIBITIONS, PUBLIC RELATIONS & SEMINARS

Payments were made to the following for the period January 1st through to June 30th, 1986.

Routine

Quik Cross Printing : \$228.25 . Paid in April, May and June.
This company does most of our printing ie invitations for travel seminars and workshops. They also take our photographs for passport and public relation purposes.

One Off

Top Hats : \$150.00 . Paid in June.
Band provided music at consumer and trade function.

One Off

Browns Wholesale Meats and Provisions : \$2,000.00. Paid in June.
Provided catering for consumer and trade function.

One Off

South African Consulate (Houston) : \$49.65. Paid in April.
Refunded for wine supplied for travel function in Houston.

One Off

Federal Express : \$20.00 . Paid in May.
Vidoes sent express for consumer function held inconjunction with travel agent in Houston.

One Off

Anthony Webber (Safari Safari) : \$121.41 . Paid in May.
Refunded the above for cost to hire TV monitor at consumer function.

One Off

Amlings : \$188.70 . Paid in April, May and June.
Flower arrangements sent to travel agent functions.

One Off

Solrep Inc : \$1,200.00 . Paid in May.
This amount was paid to Solrep Inc for trade support. This company conducted cooperative newspaper, magazine advertising promoting tourism to South Africa.

Routine

Tropical Plant Rentals : \$1,189.50 .
This amount is paid for rental and maintenance of office plants.

One Off

Cleveland Plain Dealer : \$120.00 . Paid in February .
Cost of booth at travel trade show held in Cleveland.

One Off

D.Holland Trade Shows : \$1,672.50 . Paid in February .
Cost of booths at Spring Travel Trade Shows.

One Off

Detroit News : \$320.00. Paid in February.
Cost of booth at travel trade show held in Detroit.

One Off

Minneapolis Star and Tribune : \$100.00 . Paid in February.
Cost of booth at travel trade show held in Minneapolis.

One Off

Chicago Hilton : \$52.50 . Paid in February.
Labour to set up and dismantle booth at travel exhibit.

One Off

Freeman Companies : \$230.00. Paid in March.
Cartage of brochures for travel trade show held in San Antonio.

One Off

Chicago Travel Womens Club : \$103.00 . Paid in April and May.
Membership and exhibitions fees attended by marketing officer.

One Off

Andrews, Bartlett and Assoc. : \$48.00 . Paid in April.
Cartage of brochures for trade show in Cleveland.

One Off

Badger Expo : \$48.00 . Paid in April.
Drayage of brochures for travel trade show held in Milwaukee,

One Off

Brede Inc. : \$132.00 . Paid in April.
Cartage of brochures for travel trade show held in Minneapolis.

One Off

Progress Messenger Services : \$25.35. Paid in March and May.
Cartage of brochures and wine to travel function held in Chicago.

One Off

Banque Travel : \$79.90 . Paid in May.
Refunded the above for video equipment hired at travel function.

One Off

A.O.T.O : \$35.00 . Paid in March.
Annual membership fees.

Routine

Skyline Club : \$ 230.00.
Monthly service charge and quarterly membership dues.

One Off

The Chicago Council of Foreign Relations : \$10.00 . Paid in May.
Entrance fee to attend lecture on African Studies.

One Off

Teddy Contest : \$90.00. Paid in February.
Fee to enter film in National Outdoor Film Festival Competition.

ANNEXURES TO PARAGRAPH IIIK - ACTIVITIES - OF THE SUPPLEMENTAL STATEMENT

The following are details of our activities during the six months under review January 1st to June 30th, 1986.

- (1) Las Vegas, Nevada; Phoenix, Arizona; Tucson, Arizona; Orange County, California; Los Angeles, California; Denver, Colorado; Sacramento, California; San Jose, California; Oakland, California; Portland, Oregon; Seattle Washington; San Francisco, California; Fresno, California; Washington D.C. San Diego, California; New York, New York.
- (2) Film Show presentations were held at the following cities:

Beverly Hills, California
Las Vegas, Nevada
Phoenix, Arizona
Portland, Oregon
Denver, Colorado
Kelso, Washington
San Francisco, California
- (3) A total of 2,417 telephone and mail enquiries were handled from travel agents, newspapers, magazines and individuals.
- (4) Approximately 58,117 pieces of travel literature were mailed to travel agents, newspapers, magazines and individuals.

The cities listed above are where our sales representatives called on travel agents to make them aware of what South Africa has to offer as a travel destination.

Film presentations were made to travel agencies combined or individually.

SOUTH AFRICAN TOURISM BOARD - LOS ANGELES OFFICE

STATEMENT IN ANSWER TO SECTION 15(a) - DISBURSEMENTS - MONIES

DISTRIBUTION

Payments were made to the following for the above purpose during the period January 1st to June 30th, 1986.

Routine

United Parcel Service: \$ 1,487.04

The above amount was paid to United Parcel Service to cover routine pick-up and delivery charges for packages of tourism promotional literature.

Routine

James K. Levitt & Associates: \$ 5,612.43

This Company is our literature storage and distribution house.

Routine

RMRS Systems: \$1,781.43

This amount covers routine payments for the re-imbursment of funds into our postage/mailing machine.

Routine

Petty Cash : \$20.65

The above amount covers payment on postage due items and is paid from the office petty cash fund.

Routine

James G. Wiley Company: \$ 865.52. Paid in January, February and April.

This Company acts as customs broker for the Board. The amount paid covered routine expenses for clearing shipments on tourism promotional literature.

Routine

Federal Transfer Company: \$420.62. Paid in January and April.

The above amount was paid to this Company for delivery charges on customs cleared shipments of tourism promotional literature. This Company is a U.S. Custom Bonded Drayman.

One Off

Blaine Convention Services: \$ 231.00. Paid in February.

This amount was paid to Blaine Convention Services for the delivery and handling of a shipment of our tourism promotional literature to the Orange County Travel Show.

One Off

Greyhound Exposition Services: \$ 159.00. Paid in February.

This amount was paid to Greyhound Exposition Services to cover delivery and handling charges on a shipment of our tourism promotional literature to the 6th Annual Metro Phoenix Travel Show.

SOUTH AFRICAN TOURISM BOARD - LOS ANGELES OFFICE

DISTRIBUTION: CONT-

One Off

Times Circle: \$ 1,779.36. Paid in February.

The above amount was paid to Times Circle for the cost of printing mailing labels.

One Off

Lyon Express Inc: \$ 37.25. Paid in March.

This amount was paid to Lyon Express Inc for the delivery of a shipment of our tourism promotional literature to the Sacramento Bee Travel Fair.

One Off

Greyhound Exposition Services: \$ 159.00. Paid in March.

This amount was paid to Greyhound Exposition Services for the delivery of a shipment of our tourism promotional literature to the 5th Annual So. Arizona Travel Show.

One Off

Greyhound Exposition Services: \$ 243.00. Paid in April.

This amount was paid to Greyhound Exposition Services for the delivery of a shipment of our tourism promotional literature to the A.A.A. Travel Show.

SOUTH AFRICAN TOURISM BOARD - LOS ANGELES OFFICE

STATEMENT IN ANSWER TO SECTION 15(a) - DISBURSEMENTS - MONIES

ADVERTISING, EXHIBITIONS, PUBLIC RELATIONS & SEMINARS

Payments were made to the following for the above purpose during the period January 1st to June 30th, 1986.

Routine

Audience Planners: \$ 29,117.66.

This is a routine expenditure for the distribution of our promotional films which is conducted by Audience Planners on behalf of the Board.

One Off

Association for the Promotion of Tourism to Africa (A.P.T.A.) : \$ 100.00. Paid in January.

This amount was to cover our Annual Corporate Membership dues for 1986.

One Off

Esme Van Bergan: \$ 42.00. Paid in January.

This amount was paid towards the purchase of South African Wine to be used during a promotional evening.

One Off

African Travel Inc: \$350. Paid in February.

This amount was paid to African Travel Inc for trade support. This company conducted co-operative advertising promoting tourism to South Africa.

One Off

Tony Da Costa's Safaris: \$ 93.50. Paid in February.

This amount was paid towards co-operative advertising done with this agent to promote tourism to South Africa.

One Off

Michael G.D. Jackson: \$175. Paid in February.

This amount was paid to Mr Jackson to cover his registration for Safari Club International 14th Annual Convention and his annual membership dues.

One Off

The Sacramento Bee: \$137.50. Paid in February.

This amount was paid towards our share of booth costs for the Sacramento Bee Travel Show.

One Off

South African Airways: \$200.00. Paid in February.

This amount was paid towards our share of a booth at the A.A.A. 6th Annual Travel Show in Los Angeles.

SOUTH AFRICAN TOURISM BOARD - LOS ANGELES OFFICE

ADVERTISING, EXHIBITIONS, PUBLIC RELATIONS & SEMINARS. CONT:-

One Off

African Travel Inc: \$100. Paid in February.

This amount was paid towards the cost of our share of a booth at Giselles 18th Annual Travel Show.

One Off

Crossroads Travel: \$616.64. Paid in March.

This amount was paid to Crossroads Travel for trade support. This company conducted co-operative newspaper advertising promoting tourism to South Africa.

One Off

Klineburger Worldwide Travel: \$ 508.86. Paid in March.

This amount was paid to Klineburger Worldwide Travel for trade support. This company conducted co-operative advertising in hunting magazines promoting tourism to South Africa.

One Off

World Travel Consultants: \$ 1,782.12. Paid in March.

This amount was paid to World Travel Consultants for trade support. This company conducted co-operative newspaper advertising in the Orange County and San Diego areas promoting tourism to South Africa.

One Off

International Collectors Association: \$900. Paid in March.

This amount was paid to International Collectors Association for trade support. This company conducted co-operative advertising in the New America Magazine promoting tourism to South Africa.

One Off

Green Valley Nurseries: \$35.00. Paid in March.

This amount was paid towards the purchase of Proteas for a promotional display.

One Off

Foreign Govt. Tourist Offices (F.G.T.O.): \$325.00. Paid in March

This amount was paid towards our annual membership dues to this organisation.

One Off

ASTA Western Regional Conference: \$150.00. Paid in March.

This amount was paid towards the cost of a booth at the Allied Marts.

One Off

Gametrackers Intl. Inc: \$258.15. Paid in March.

This amount was paid towards a 1/3 share of the cost of a seminar promoting tourism to South Africa.

SOUTH AFRICAN TOURISM BOARD - LOS ANGELES OFFICE

ADVERTISING, EXHIBITIONS, PUBLIC RELATIONS & SEMINARS. CONT:-

One Off

J & D Expo Productions: \$4,455.00. Paid in April.

This amount was paid towards the cost of booth space at the Travel Marketplace series of Spring trade shows.

One Off

Official Airlines Guide: \$462.50. Paid in April.

This amount was paid towards the cost of booth space at the Travelage West Travel Show in San Francisco.

One Off

Tony Da Costa's Safaris: \$156.00. Paid in May.

This amount was paid to Tony Da Costa's Safaris for trade support. This company conducted co-operative advertising in The Safari Magazine promoting tourism to South Africa.

One Off

N.P.J. Steyn: \$172.35. Paid in May.

This amount was paid towards the purchase of South African wine for a presentational evening promoting tourism to South Africa.

One Off

N.P.J. Steyn: \$ 312.50. Paid in May.

This amount was paid towards the cost of a presentational evening and dinner seminar, in co-operation with General Travel, promoting tourism to South Africa.

One Off

World Travel Consultants: \$ 2,567.00. Paid in June.

This amount was paid to World Travel Consultants for trade support. This company conducted co-operative advertising in various newspapers promoting tourism to South Africa.

One Off

Century Plaza Hotel: \$750.00. Paid in June.

This amount was paid as an advance deposit towards an evening reception held for the South African Minister of Tourism, Mr J.W.E. Wiley.

INFORMATION ON "BUSINESSMAN'S STUDY MISSION TO SOUTHERN AFRICA"

BUSINESS WEEK SUPPLEMENT

Details of the "Business Man's Study Mission" tour to South Africa is attached hereto.